



**CITY OF GREENSBORO DOT  
FOR IMMEDIATE RELEASE**

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## **WINNERS ANNOUNCED FOR “BRING THE HEAT” STUDENT BUS DESIGN CONTEST**

### ***GTCC Student Captures Top Honors With Flowing Flame Design***

**GREENSBORO, NC** – May 3, 2006 – Greensboro Transit Authority, operator of the new Higher Education Area Transit (HEAT) service today announced the winners of the “*Bring the HEAT*” Bus Design Contest. **Christa W. Andrews**, a Graphic Arts and Advertising Design major at Guilford Technical Community College won 1<sup>st</sup> Prize and an Apple iPod for her efforts. Her winning design featured shadowed flames, uniquely styled service identification marks and icons of the participating institutions of higher learning. Ms. Andrews’ submission was received among entries spanning various schools and disciplines, ranging from Design to Business Administration to Funeral Education.

The contest also awarded two runner-up designations. **Jennifer Homer** and **Wing K. Lam**, also design students at GTCC were recognized for their pieces each offering silhouetted figures celebrating the fun and the practicality of HEAT. Each will receive a \$50 gift certificate to their college bookstore.

Elements of all of the entries in the contest will be considered for use when GTA/HEAT staff and marketing committee members prepare for the design and customization of the new service vehicles, expected to be delivered this month. The vehicles are anticipated to begin service August 1, 2006.

The HEAT service, unveiled last year, will connect Greensboro institutions of higher learning this fall and provide students and all Greensboro residents and visitors with more frequent and widespread public transportation services. Featured is an east-west route that connects all of the participating campuses and an inner circulator to link several downtown campuses with the city’s multi-modal transportation center, the J. Douglas Galyon Depot. A shuttle service will connect UNCG with off-campus housing along Spring Garden Street and existing GTA service to GTCC Jamestown will be enhanced with additional evening service and 30-minute frequencies during peak times. HEAT will operate 39 weeks out of the year, coinciding with university and college schedules and offer weekend service as late as 3 a.m.

The institutions partnering with GTA on HEAT are: Bennett College for Women; Elon University School of Law; Greensboro College; Guilford College; Guilford Technical Community College (GTCC); and The University of North Carolina at Greensboro (UNCG). The institutions' matching funds in support of the service will allow their qualified students fare-free, unlimited passage on HEAT and all GTA fixed routes throughout the school year.

The service expansion is being funded, in large part, with a \$6 million Federal Congestion Mitigation Air Quality Improvement Program (CMAQ) grant. The North Carolina Department of Transportation (NCDOT) is providing additional funding to cover some capital expenditures and the participating schools are contributing all of the required local matching funds. The service will be operated by GTA.

*The Greensboro Department of Transportation (GDOT) seeks to increase public safety and mobility through the effective planning and delivery of transportation services and operation of municipal transit. For more information about GDOT, contact us at (336) 373-GDOT (4368) or visit [www.greensboro-nc.gov/gdot](http://www.greensboro-nc.gov/gdot)*

*The City of Greensboro works in partnership with the community to increase the quality of life for all residents by fostering an environment of inclusion, diversity, and trust. As the seventh largest employer in Greensboro, the City has a dedicated professional staff of 2,800 employees who maintain four core values of honesty, integrity, stewardship, and respect. The City is governed by a council-manager form of government with a mayor and eight council members. For more information on the City of Greensboro, please visit us online at [www.greensboro-nc.gov](http://www.greensboro-nc.gov)*

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